

## Message Text

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ORIGIN ARA-14

INFO OCT-01 ISO-00 PA-02 EB-08 COME-00 OIC-02 AID-05  
CIAE-00 FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00  
XMB-04 OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 AGRE-00  
PRS-01 /074 R

DRAFTED BY ARA/PPC:JAMOORE:MBB  
APPROVED BY ARA/PPC:PBJOHNSON  
ARA/PPC:LEINAUDI  
ARA:RARELLANO  
ARA/MGT:GKREIGER  
ARA/ECP:SROGERS  
ARA/CEN:JOHNSON  
DESIRED DISTRIBUTION  
PA/PP/S

-----042152 270218Z /64

P 262108Z JAN 78  
FM SECSTATE WASHDC  
TO AMEMBASSY SAN JOSE PRIORITY  
AMEMBASSY SAN SALVADOR PRIORITY  
AMEMBASSY TEGUCIGALPA PRIORITY  
AMEMBASSY MEXICO PRIORITY  
AMEMBASSY MANAGUA PRIORITY  
AMEMBASSY PANAMA PRIORITY

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E.O. 11652: N/A

TAGS: SOPN, EGEN, BEXP

SUBJECT: III CONFERENCE ON US-CENTRAL AMERICAN TRADE AND  
INVESTMENT IN NEW ORLEANS -- FEBRUARY 15-17, 1978

1. THE BUREAU OF INTER-AMERICAN AFFAIRS AND THE INTER-  
NATIONAL TRADE MART OF NEW ORLEANS ARE CO-SPONSORING THEIR  
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THIRD ANNUAL CONFERENCE ON US-CENTRAL AMERICAN TRADE AND  
INVESTMENT IN NEW ORLEANS ON FEBRUARY 15-17, 1978. THIS  
EVENT IS BEING HELD AT THE NEW ORLEANS HILTON. IT IS  
DESIGNED TO BRING TOGETHER LEADING REPRESENTATIVES FROM  
BUSINESS, GOVERNMENTS AND ACADEMIA IN AN EFFORT TO IMPROVE  
PRIVATE SECTOR UNDERSTANDING OF THE POLITICAL, ECONOMIC  
AND HUMAN FACTORS EFFECTING COMMERCIAL ACTIVITIES IN

THE REGION.

2. THIS EVENT IS ONE OF A SERIES OF PUBLIC AFFAIRS CONFERENCES BEING CO-SPONSORED BY THE BUREAU IN CITIES THROUGHOUT THE UNITED STATES. THEY ARE AN IMPORTANT VEHICLE FOR INCREASING WORKING LINKAGES BETWEEN THIS COUNTRY AND LATIN AMERICA, AND BETWEEN THIS BUREAU AND ITS DOMESTIC CONSTITUENTS. SIMILAR CONFERENCES HAVE BEEN HELD IN TAMPA, SAN ANTONIO, KANSAS CITY AND MOST RECENTLY IN MIAMI. THEY HAVE FEATURED KEY GOVERNMENT OFFICIALS AS LUNCHEON AND BANQUET SPEAKERS, AND PANEL SESSIONS WITH LEADING INTER-

NATIONAL EXPERTS FROM BUSINESS, GOVERNMENTS, ACADEMIA AND FINANCIAL INSTITUTIONS. THE AUDIENCES USUALLY NUMBER SEVERAL HUNDRED PEOPLE, WITH A HEAVY PROPORTION OF BUSINESS LEADERS. THESE EVENTS ARE NOT RELATED TO ANY SPECIFIC USG POLICY EFFORTS, BUT ARE AN IMPORTANT MEANS OF CREATING A MORE RECEPTIVE PUBLIC ENVIRONMENT FOR OUR POLICY INITIATIVES IN GENERAL.

3. THE CONFERENCE IS OPEN TO THE INTERESTED PUBLIC AND BUSINESS PEOPLE FROM BOTH THE U.S. AND THE HEMISPHERE. THE REGISTRATION FEE IS \$125. THE BUREAU WOULD LIKE TO HAVE POSTS PARTICIPATE IN THIS EVENT, BUT IT IS VERY UNLIKELY -- DUE TO THE CHIEFS OF MISSION CONFERENCE IN FEBRUARY -- THAT THE BUREAU WILL BE ABLE TO FUND TRAVEL

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FOR AMBASSADORS. IT WILL BE ABLE TO FUND ECONOMIC/COMMERCIAL OFFICERS WHO WISH TO PARTICIPATE. THE CO-SPONSORS HAVE ARRANGED FOR SPECIAL FARES THROUGH TACA AND SAHSA AIRLINES FOR USG PERSONNEL AND BUSINESS PEOPLE WHO WOULD LIKE TO ATTEND THE CONFERENCE FROM CENTRAL AMERICA. TO TAKE ADVANTAGE OF THESE FARES YOU MUST CONTACT ERNESTO SCHWEIKET, IBEROAMERICANA TOUR OPERATORS, 307 EXCHANGE ALLEY, NEW ORLEANS, LA 70130, PHONE: (504) 561-8679, TELEX 266-033. THE ROUND-TRIP SPECIAL AIRFARES TO NEW ORLEANS ARE AS FOLLOWS:

HONDURAS - 171 DOLS  
COSTA RICA - 182  
PANAMA - 184  
NICARAGUA - 176  
GUATEMALA - 170  
EL SALVADOR - 170

ECONOMIC/COMMERCIAL OFFICERS ARE AUTOMATICALLY ELIGIBLE FOR THESE FARES, IF AMERICAN CARRIER SERVICE IS UNAVAILABLE TO NEW ORLEANS AND IF IT IS IN ACCORDANCE WITH INDIVIDUAL POST RESTRICTIONS UNDER FLY AMERICA ACT.

(PRIVATE BUSINESS PEOPLE CANNOT TAKE ADVANTAGE OF THESE  
FARES UNLESS THEY ARE OFFICIALLY REGISTERED.) WHEN NAME  
OF POST REPRESENTATIVE HAVE BEEN PROVIDED TO THE DEPT,  
THE BUREAU WILL ISSUE APPROPRIATE TRAVEL ORDERS.  
SPONSORS WILL PAY POST REPRESENTATIVE 2 NIGHTS HOTEL COSTS  
AND THE MEALS CONNECTED WITH THE CONFERENCE PROGRAM ONLY  
--NO INCIDENTAL EXPENSES, MEALS OR BEVERAGE COSTS.

4. THE DEPT WOULD APPRECIATE THE NAMES OF ANY PROMINENT  
CENTRAL AMERICAN GOVT OFFICIALS WHO POSTS KNOW WILL BE  
ATTENDING THE CONFERENCE.

5. THE PROGRAM FOR THE CONFERENCE IS AS FOLLOWS:

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WEDNESDAY, FEBRUARY 15  
WELCOME -- COCKTAIL RECEPTION AT THE PLIMSOLL CLUB(ITM)

THURSDAY, FEBRUARY 16 --9:00 A.M.  
TOPIC: THE CENTRAL AMERICAN COMMON MARKET

ENGLISH

ECONOMIC POLITICAL BACKGROUND  
LEGAL ENVIRONMENT  
SELLING, DISTRIBUTION AND TRANSPORTATION

SPANISH

GENERAL SYSTEMS OF TARIFFS  
DISTRIBUTION, TRANSPORTATION AND SELLING TO MID-AMERICA

LUNCHEON -- 12:00 NOON -- TOPIC: OPEN

AFTERNOON SESSIONS

ENGLISH

TOURISM: THE CENTRAL AMERICAN MARKET  
HUMAN RIGHTS PANEL:  
U.S. AMBASSADOR TO COSTA RICA  
U.S. COMMISSIONER OF IMMIGRATION  
CENTRAL AMERICAN PRESS  
COUNCIL OF THE AMERICAS

EVENING -- GALA BANQUET -- FEATURED SPEAKER: H.E. CARLOS  
HUMBERTO ROMERO, PRESIDENT OF EL SALVADOR

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FRIDAY, FEBRUARY 17 -- 9:00 A.M.

FINANCIAL SESSIONS

ENGLISH

CENTRAL AMERICAN ECONOMIC AND BUSINESS OPPORTUNITIES  
BUSINESS OPPORTUNITIES  
SOURCE OF FINANCING  
COUNTRY RISK ANALYSIS

SPANISH

TAPPING US MARKETS -- THE S.E. C.  
EURO AND EURO BANKS  
SOURCES OF FINANCING

SPANISH(CONT)

SHORT-MEDIUM-LONG TERM REINSURANCE  
ROLE OF MULTINATIONAL CORPORATION IN DEVELOPMENT

LUNCHEON--12:00 NOON -- TOPIC: "EX-IM BANK: CENTRAL  
AMERICAN OUTLOOK"

AGRICULTURAL SESSIONS

SPANISH ONLY  
WORLD ECONOMIC OUTLOOK  
COMMODITY PRICES OUTLOOK: COTTON, COFFEE, SUGAR  
SUSTA (SOUTHERN U.S. TRADE ASSN.): SUCCESS IN AGRI-  
CULTURAL EXPORT  
TOUR OF SUSTA'S AGRICULTURAL EXPORT FAIR AT THE RIVERGATE  
(EXHIBITION CENTER).

6. A PARTIAL LIST OF SPEAKERS INCLUDES: H.E. CARLOS  
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HUMBERTO ROMERO, PRESIDENT OF EL SALVADOR, HON. TERENCE  
A. TODMAN, HON. MARVIN WEISSMAN, U.S. AMBASSADOR TO  
COSTA RICA, DR. RICHARD ARELLANO, DEPUTY ASST. SECY OF  
STATE, HON. NICOLAS ARDITO BARLETTA, MINISTER OF ECONOMIC  
PLANNING, REPUBLIC OF PANAMA, WALTER BASTIAN, US DEPT OF  
COMMERCE, LIC. JUAN ARREA ESCALANTE, PRESIDENT, CENTRAL  
BANK OF COSTA RICA, DR. ESTEBAN FERRER, PRESIDENT,

INTERNATL CENTER IN MIAMI, JORGE D. FERRARIS, INTER-AMERICAN DEVELOPMENT BANK, CARLOS MANUEL GONZALEZ, PRESIDENT, MACHINERY AND TRACTOR, LTD.(COSTA RICA), DR. ROBERTO INCER BARQUERO, PRESIDENT CENTRAL BANK OF NICARAGUA, DR. SALVADOR JUNCADILLA, ESSO STANDARD OIL, S.A., LTD., (EL SALVADOR), BRASILEO LIACURIS, DIRECTOR, GSP ASSOC. INTERNATL., MICHAEL MILLER, EXEC. VP, PAN-AMERICAN DEVELOPMENT FOUNDATION, JOHN MOORE, CHAIRMAN OF BD., EX-IM BANK, ROBERTO E PARAION, FLA DEPT OF AGRICULTURE, QUAY W. PARROTT, JR. VP AND MGR INTERNATL DEPT, HIBERNIA NATL BANK OF N.O., ULYSSES DE ST. GERMAIN, JR. LA TRADE DEVELOPMENT, PORT OF NEW ORLEANS, LIC. HECTOR VILLAGRAN S., DIR-VP, BANCO CENTROAME;ICANO DE INTERGRACION ECONOMICA.

7. A MORE COMPLETE AND FINAL PROGRAM FOR THE CONFERENCE WILL FOLLOW SHORTLY.

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## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE, INVESTMENTS  
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**Copy:** SINGLE  
**Draft Date:** 26 jan 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
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**Disposition Comment:**  
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**Executive Order:** N/A  
**Errors:** N/A  
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**Subject:** III CONFERENCE ON US-CENTRAL AMERICAN TRADE AND INVESTMENT IN NEW ORLEANS -- FEBRUARY 15-17, 1978  
**TAGS:** SOPN, EGEN, BEXP, US, XK  
**To:** SAN JOSE SAN SALVADOR MULTIPLE  
**Type:** TE  
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